

# Utah Career and Technical Education Program Approval Standards

## Marketing Education

### EVALUATION DOCUMENT

This document was developed to assist in evaluating Career and Technical Education Programs throughout the state. Quality CTE programs are those which meet program standards based on the quality indicators provided. The goal of the evaluation process is to assist in improving programs. Documentation for each standard must be available upon request, where appropriate.

This document is to be used as the basis for the following processes:

- 1) Program self-evaluation, improvement, goal setting, and long-range planning
- 2) Onsite reviews/visits
- 3) Annual CTE program evaluation reporting
- 4) Six-year CTE program evaluation

As a department, instructors are to determine ratings for the following quality indicators. Programs with identified deficiencies will be asked to develop a CTE Program Improvement Plan.

School Name; \_\_\_\_\_

Date: \_\_\_\_\_

## PROGRAM EDUCATOR QUALITY

<b>STANDARD 1</b>	<b>All instructors are licensed and appropriately endorsed.</b>	
<b>QUALITY INDICATORS</b>		
1.1 Each instructor is licensed and appropriately endorsed to teach all corresponding courses/ programs. Using the ratings below, determine the instructor endorsement status for each course/program taught. <div style="text-align: center;"><b>1 = NOT endorsed    OR    4 = Endorsed</b></div>		
Instructor	Course/Program	Rating
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
		1   4
If indicator is <b>NOT MET</b> , list what steps will be taken to become properly licensed and/or endorsed. (Use additional sheets if needed.)		

### MARKETING CIP CODES AND PROGRAM OFFERINGS

08.0707MARKETING - INTRODUCTION  
 08.0708MARKETING - GENERAL  
 08.0709MARKETING - ADVANCED  
 08.0101FASHION MERCHANDISING  
 08.0199FASHION MERCHANDISING - ADVANCED  
 08.0903SPORTS AND ENTERTAINMENT MARKETING  
 08.0802E-COMMERCE MARKETING  
 08.9904ADVERTISING/PROMOTION  
 08.0705RETAILING/RETAILING MANAGEMENT  
 08.0901TRAVEL AND TOURISM  
 08.7999INTERNATIONAL MARKETING  
 08.1701REAL ESTATE  
 08.0601ECONOMICS  
 08.301.1            ENTREPRENEURSHIP  
 08.0211LEADERSHIP: PRINCIPALS/MANAGEMENT

<b>Achievement Rating</b>			
<b>1</b> = MAJOR improvement needed	<b>2</b> = MINOR improvement needed	<b>3</b> = GOOD	<b>4</b> = SUPERIOR

Using the Achievement Ratings listed above, circle the number that best describes the degree to which your school meets the quality indicators for the program standards that follow.

<b>STANDARD 2</b>	<b>Instructors participate in appropriate professional association and professional development activities.</b>	
QUALITY INDICATORS		Rating
2.1	Instructors maintain membership in related state and national professional organizations.	1 2 3 4
2.2	Instructors strive to upgrade their skills and knowledge by attending conferences, conventions, college courses, staff development inservice, and other sources of training.	1 2 3 4
2.3	Instructors act as role models for students and exhibit leadership, teamwork, ethical and professional practices.	1 2 3 4
Additional Information and/or Comments:		

## PROGRAM INSTRUCTION AND PARTICIPATION

<b>STANDARD 3</b>	<b>Curriculum, instruction, and evaluation are based on the state-approved standards and objectives.</b>	
QUALITY INDICATORS		Rating
3.1	Each course offered in the program is a state-approved course.	1 2 3 4
3.2	Each course offered uses state standards, objectives, and/or competencies.	1 2 3 4
3.3	Course/program prerequisites are followed.	1 2 3 4
3.4	Program articulates with related core and post-secondary training and/or education programs.	1 2 3 4
3.5	All students receive instruction in personal and leadership development.	1 2 3 4
3.6	Student evaluation systems are in place and based on identified program objectives.	1 2 3 4
3.7	State skill certificate tests or industry exams are administered or accessible in all courses where available.	1 2 3 4
3.8	If state skill certificate tests include Student Performance Evaluation Activities, the activities are started at the beginning of the course, and student progress is recorded throughout the remainder of the course.	1 2 3 4
3.9	Each course has a disclosure statement, including goals, objectives and grading policies.	1 2 3 4
3.10	All students are provided a Performance Education sheet, including signatures for teachers and students.	1 2 3 4
Additional Information and/or Comments:		

<b>STANDARD 4</b>	<b>Equal access is provided to all students, including non-traditional and special populations.</b>	
QUALITY INDICATORS		Rating
4.1	Instructional program encourages the elimination of gender bias and stereotyping. <ul style="list-style-type: none"> <li>How do you recruit special population students into your CTE program?</li> <li>Do your CTE program <u>promotional materials</u> seek to be representative of genders, race, color, national origin or disabilities?</li> </ul>	1 2 3 4
4.2	Educational environment honors diversity and respect of each individual. <ul style="list-style-type: none"> <li>Do minority students enroll in your classes? Why or Why not?</li> <li>What is done to increase enrollment of special pop students, especially male/female enrollments in programs considered nontraditional for their gender?</li> <li>Who is designated as your school's grievance officer? Are you familiar with the grievance process?</li> </ul>	1 2 3 4
4.3	Fair and impartial practices are incorporated into the classroom to facilitate the academic achievement of all students. <ul style="list-style-type: none"> <li>As a CTE teacher, have you ever been involved in student Section 504 plans</li> <li>What specifically was your role in that plan?</li> <li>What promotions or recruitment activities does the CTE program pursue within the high school and to pre-high school students?</li> <li>What do these activities do to encourage students to enroll in nontraditional programs and to encourage students of color, national origin and disabilities to seek out and enroll in these CTE programs?</li> </ul>	1 2 3 4
4.4	Fair and impartial assessment practices are incorporated into the classroom. <ul style="list-style-type: none"> <li>What instructional, evaluation and/or testing accommodations do you make for special population students?</li> </ul>	1 2 3 4
4.5	Facility is free of barriers that would result in the denial of access to persons on the basis of race, color, national origin or disability. <ul style="list-style-type: none"> <li>What is done to ensure that students with limited English proficiency are successful in your classes?</li> <li>Are there any physical barriers that will limit the access of special population students in your classroom?</li> <li>Where would you put a student in a wheelchair in this classroom? Why?</li> <li>What physical accommodations would need to be made to ensure the accessibility of all students in this classroom?</li> </ul>	1 2 3 4
4.6	Entire curriculum is available to all students.	1 2 3 4
Additional Information and/or Comments: Submit samples of program posters, brochures, pamphlets, handouts, testing materials, bulletin board displays, school catalog that are used in the classroom to promote enrollment and participation of ALL students (especially special pops). Do you have any 504 plans on file?		1 2 3 4

<b>STANDARD 5</b>	<b>Students have the opportunity to concentrate in State Recognized CTE Career Pathways.</b>	
QUALITY INDICATORS		Rating
5.1 CTE courses are organized into state-recognized CTE pathways.		1 2 3 4
5.2 Courses offered allow students to complete or concentrate in CTE pathways.		1 2 3 4
5.3 High school to college articulation maps are developed showing CTE pathway connection to specific college majors or ATC programs available in region, including Tech Prep and concurrent enrollment options.		1 2 3 4
5.4 CTE pathway information is available and understood by teachers and counselors.		1 2 3 4
5.5 Counselors use CTE pathway information to assist students plan their HS schedules.		1 2 3 4
Additional Information and/or Comments:		

<b>STANDARD 6</b>	<b>Intra-curricular student leadership training opportunities are provided through the related Career and Technical Student Organization (CTSO).</b>	
QUALITY INDICATORS		Rating
6.1 Students enrolled in the program have an opportunity to affiliate and participate in DECA. <ul style="list-style-type: none"> <li>• What specific strategies are used to recruit special population students into your CTSO?</li> <li>• How many special population students are members of your CTSO?</li> </ul>		1 2 3 4
6.2 DECA is an intra-curricular part of the program.		1 2 3 4
6.3 DECA provides opportunities for students to participate in community service activities.		1 2 3 4
6.4 DECA provides opportunities for students to participate in leadership training activities.		1 2 3 4
6.5 DECA provides opportunities for students to participate in regional, state or national competitions.		1 2 3 4
6.6 School/district makes provision for travel expenses and release time for the advisor(s) to participate in DECA activities.		1 2 3 4
6.7 School/district makes provision for travel expenses and release time for students to participate in DECA activities.		1 2 3 4
6.8 Local DECA chapter is affiliated with appropriate state and national organization.		1 2 3 4
Additional Information and/or Comments:		

## PROGRAM INSTRUCTIONAL RESOURCES

<b>STANDARD 7    The program has an annual operating budget.</b>	
QUALITY INDICATORS	Rating
7.1 All instructors provide input in regard to the amount of their annual operating budget.	1 2 3 4
7.2 All instructors have access to and control over an annual supplies budget.	1 2 3 4
7.3 Allocated resources are sufficient to provide for the maintenance, repair, and replacement of equipment and the operation of the facility.	1 2 3 4
7.4 When lab fees are collected, they are expended for supplies used by students enrolled in the course/program.	1 2 3 4
Additional Information and/or Comments:	

<b>STANDARD 8    Proper equipment and adequate supplies are available to maintain and support the program.</b>	
QUALITY INDICATORS	Rating
8.1 Equipment provided is consistent with program objectives.	1 2 3 4
8.2 Established procedures for the maintenance, repair, and replacement of equipment are followed.	1 2 3 4
8.3 Supplies or an annual supply budget is provided for the program.	1 2 3 4
8.4 Current inventory of equipment is on file and updated annually.	1 2 3 4
8.5 Each classroom and/or lab has at least one computer with Internet access and E-mail capability for instructors.	1 2 3 4
8.6 You have access to at least six computers when needed to teach specific marketing competencies.	1 2 3 4
Additional Information and/or Comments:	

<b>STANDARD 9    Appropriate instructional materials are available to achieve the goals and objectives of the program.</b>	
QUALITY INDICATORS	Rating
9.1 Instructional materials support state approved standards and objectives.	1 2 3 4
9.2 Adequate instructional materials are available for all students in all courses.	1 2 3 4
9.3 Instruction is enriched with appropriate instructional technology and related resources such as computers and software, CD-ROM, access to Internet, audiovisual aids, etc.	1 2 3 4
9.4 The instructional materials utilized in the department are 5 years old or less and are on the school purchase rotation schedule.	1 2 3 4
9.5 Materials are available in the school for students to become aware of a broad range of careers, continued education and/or training opportunities.	1 2 3 4
9.6 Students are exposed to guest speakers, including business leaders.	1 2 3 4
Additional Information and/or Comments:	

## PROGRAM FACILITIES

<b>STANDARD 10</b>	<b>Classrooms, laboratories, and storage areas provide adequate, quality, and safe learning environments to meet program objectives.</b>	
QUALITY INDICATORS		Rating
10.1	Facilities provided for the program are consistent with program standards and objectives.	1 2 3 4
10.2	Environmental factors, such as air and water temperature, noise, ventilation, light, and particulate control are maintained at appropriate levels.	1 2 3 4
10.3	Storage space is functional and sufficient for instructional materials, supplies, and equipment.	1 2 3 4
10.4	Classrooms and laboratories are safe, clean, properly maintained, and in good repair to provide an environment conducive to learning.	1 2 3 4
10.5	Facility repairs and improvement requests are submitted and resolved in a timely manner.	1 2 3 4
10.6	Instructor workstations are adequate and appropriately equipped.	1 2 3 4
Additional Information and/or Comments:		

<b>STANDARD 11</b>	<b>Safe practices are understood and implemented.</b>	
QUALITY INDICATORS		Rating
11.1	State and/or district health and safety policies and procedures are utilized.	1 2 3 4
Additional Information and/or Comments:		

## PROGRAM PLANNING AND ADVISING

<b>STANDARD 12</b>	<b>There is a 3- to 5-year written plan that provides program direction and improvement.</b>	
QUALITY INDICATORS		Rating
12.1	Instructors have developed a 3- to 5-year program plan that is reviewed and updated annually. Plans may include strategies for articulation with other education institutions; establishing and maintaining industry and education partnerships; achieving skills certificates or recognized credentials; repairing, replacing and purchasing equipment; recruiting and mentoring students, etc.	1 2 3 4
12.2	Recommendations and suggestions provided by district and school administrators, accreditation teams, counselors, and advisory committees are considered in developing the plan.	1 2 3 4
Additional Information and/or Comments:		

<b>STANDARD 13</b>	<b>The program utilizes an advisory committee. Functions of the advisory committee may include annual program evaluation, long-range planning, marketing, suggestions and recommendations.</b>	
QUALITY INDICATORS		Rating
13.1	Program utilizes an advisory committee with appropriate representation, such as business, industry, education, community, government agencies, and special population groups. • What are the demographics of the CTE advisory committees in terms of gender, color, national origin and disabilities?	1 2 3 4
13.2	Your advisory committee is functioning at the local school or district level, and is specifically utilized for the marketing program.	1 2 3 4
13.3	Your advisory committee formally meets at least three times a year and you have minutes on file.	1 2 3 4
Additional Information and/or Comments:		

### PROGRAM ADMINISTRATION

<b>STANDARD 14</b>	<b>District and school administration understand and demonstrate support for the program.</b>	
QUALITY INDICATORS		Rating
14.1	Innovative instruction and program enhancements are encouraged and supported.	1 2 3 4
14.2	Faculty input is considered prior to determining teaching assignments and schedules in an effort to facilitate efficient classroom/lab management and utilization.	1 2 3 4
14.3	Instructors ensure that counselors are familiar with the goals, objectives, activities, prerequisites, enrollment guidelines and curriculum of the program.	1 2 3 4
14.4	Instructors ensure that administrators are familiar with the goals, objectives, activities, prerequisites, enrollment guidelines and curriculum of the program.	1 2 3 4
14.5	Counselors register students based on the goals, objectives, activities, prerequisites, and enrollment guidelines of the program.	1 2 3 4
Additional Information and/or Comments:		

### PROGRAM ADMINISTRATION

<b>STANDARD 15</b>	<b>Reasonable enrollment and appropriate student/instructor ratios are maintained to ensure that program objectives are met in a safe and effective manner.</b>	
QUALITY INDICATORS		Rating
15.1	Enrollment in laboratory courses does not exceed the available workstations.	1 2 3 4
15.2	Enrollment in all courses ensures that the program objectives are met in a safe and effective manner.	1 2 3 4
Additional Information and/or Comments:		